

International Agribusiness Center

November 2020

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E-Commerce Support Program

The Wisconsin International Agribusiness Center (IABC) is providing funds for a pilot, E-Commerce support program to help offset the effect of retaliatory tariffs and other challenges due to COVID related travel restrictions, market disruptions, and to explore new channels of distribution (E-commerce) in China. The E-Commerce Initiative is an economic development program designed to help the Wisconsin agricultural and food industry improve access to a key international market. These grant funds are administered by the Division of Agricultural Development at the Department of Agriculture, Trade & Consumer Protection (DATCP) and made available by the Wisconsin Economic Development Corporation (WEDC) through the Collaborative Market Access Grant.

Wisconsin Food, Forestry and Agricultural product companies currently exporting to China are eligible for up to \$9,000 reimbursement for qualified expenses to undertake the following project types:

- Marketing and distribution of Wisconsin food or agricultural products in international markets through e-commerce platforms.
- Adapting existing websites for international sales through e-commerce
- Listing the company/product on e-commerce shopping platforms like Alibaba, JD.com, T-Mal, etc.

Proposals must be received by Noon (12pm) on Friday, 20 November, 2020. Announcements of grant recipients will be made by 11 December, 2020 and participants will have until 30 April, 2021 to complete their projects and file final reports.

For more information please contact Ms. Ashwini Rao at Ashwini.Rao@Wisconsin.Gov or Mark Rhoda-Reis at Mark.Rhoda-Reis@Wisconsin.Gov

Trade Alert for Hardwood Exports

[Click here](#) to learn more about our services.



Vietnam has recently issued "Decree 102", which regulates their Timber Legality Assurance System (VNTLAS) following a risk-based approach. What this means is that Vietnam is separating their wood supplying countries into "Positive" (sometimes translated as "Active") and "Non-positive" (sometimes translated as "Negative") groups.

The official list of which countries are Positive and which are Non-Positive has not yet been published. However, according to our contacts at HAWA, VIFORES, the US State Department, and the US Embassy, the United States is included in the "**Positive Geographical Area**", meaning there will be no additional chain of custody or certification documentation required to export hardwood products to Vietnam. Countries in the "Non-Positive" group will need to provide chain of custody or certification documents for their shipments. In order to make sure a clear region of harvest and country of origin for your export shipment, AHEC strongly recommends creating an "AHEP" document for your shipments through our www.ahec.org website. This form can even be applied to a range of shipments and will meet global requirements like Decree 102 and the EUTR.

USDA's translation of Decree 102/2020/ND-CP can be found at this [link](#)

Did you know that Food Export launched a Blog?

In Food Export's Blog you'll find valuable information on everything from latest industry trends to the Branded Program.

Topics of interest include:

- From the Field: In-Market Representative provide monthly reports about what's going on in markets around the world
- Branded Program Documentation Series: Covers tips and tricks for correctly filling out invoices, proof of activity and proof of payment to avoid errors
- 2021 Branded Program Funds: Learn more by visiting <https://foodexport.org/programs-services/increase-market-share/branded-program/>

Find all this information and more visit <https://foodexport.org/blog/>

New Reports

DATCP Weekly Country Reports: DATCP has been authoring several weekly reports on global market activities since the onset of the COVID-19 pandemic. To view these, visit, https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx

Food Export Country Profiles: Access in-depth research and data to gain market intelligence on specific countries to determine if the market is the right fit for your products. Visit, <https://foodexport.org/get-started/country-market-profiles/>

Educational Webinars for Food Companies

Take advantage of recorded webinars and videos that provide exporter intelligence, some include:

1. Selecting and Managing Distributors During COVID-19
2. An Update on Labeling Requirements in Mexico
3. Adapting Payment Terms and Financing during COVID-19
4. Dynamics of USMCA Origin Certification

For access to these webinars and more, click [here](#). Please note: a Food Export account is required to access recorded webinars. New to Food Export? Follow this [link](#)

Upcoming Events

Interzum Cologne 2021

Dates/Location: May 4-7, 2021

Cost: \$500 for a shared booth space

Deadline: December 30, 2020

Interzum is the world's leading trade fair for furniture production and design. Every two years the most innovative products, new technological developments and state-of-the-art materials are showcased at this world class industry event. Furniture manufacturers, interior designers, architects, products developers, consultants around the world all gather in Cologne, Germany to seek the latest trends. Wisconsin forestry businesses are encouraged to take advantage of this state-sponsored event to meet and network in front of large potential international buyers.

Contact: Jennifer Lu / jennifer.lu@wisconsin.gov / 608-224-5102

Virtual Trade Event for Snack Foods: January 2021

A wide range of U.S. snack food exporters will be able to boost their business prospects in the Persian Gulf region during an upcoming virtual trade event hosted by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS).

Gargee'an Gulf, which will take place January 12-14, 2021, is named for the local celebration of Gargee'an, when children go door-to-door collecting sweets and nuts. During the virtual trade event, FAS staff from the region will arrange business-to-business meetings between participating U.S. exporters and interested local buyers and will also offer insights into the trade and economic conditions in the prosperous and culturally rich Gulf nations.

- Bahrain, a dynamic gateway to the Gulf region, is a small market focused on being a manufacturing and distribution platform, especially for eastern Saudi Arabia.
- Kuwait imported \$174 million in U.S. consumer-oriented products in 2019 and is a stable market with a strong preference for quality goods.
- Oman has a free trade agreement with the United States and a young population eager for new products.
- Qatar is home to a burgeoning food scene and host of the 2022 World Cup.
- Saudi Arabia, home to 32 million consumers, imports more than \$1.3 billion of U.S. food and agricultural products annually – including \$50 million of snack foods and \$130 million of tree nuts. Some multinational confectioners here also import ingredients to produce their products locally.
- United Arab Emirates is the most diverse market in the region, importing more than \$1 billion in U.S. food and agricultural products each year.

Importers here are always looking to introduce new and innovative food products to a wealthy, multicultural consumer base. Interested participants must apply by the November 12, 2020 deadline. [Please click here for more information](#) or email virtualtradeevents@usda.gov.



Wisconsin Department of Agriculture, Trade and Consumer Protection



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